

ABSTRACT OF THE DISCLOSURE

A method and system that facilitates communication between demand and supply side trading partners of the consumer goods industry in the electronic transmittal of extended data attributes for product items, pricing and trade promotions. The method includes the steps of establishing a connection to a program, which provides for the definition and establishment of extended data attributes specific to the user. The method also includes inputting extended data into the program and outputting the information to a designated trading partner in the form of an XML-based message as communicated through the Internet. The system incorporates the transmittal of the extended data attribute information by attaching it to a standards-based determined transaction message for item introduction, pricing and promotions, thus allowing ease of integration of both standards-based and extended data attribute information on product items, pricing and promotions to trading partners' respective ERP or legacy systems.